

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism Promotion- Release of Advertisement in Biggest Best Issue ‘**OUTLOOK**’ 15 Anniversary Special magazines, through M/s. Akshara Advertising Pvt., Ltd., Hyderabad – Publication Charges – Sanction of Rs.2,60,000/- - Orders - Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 1116

Dated:23-11-2010
Read the following:

1. Govt. Lr. No.5398/PMU/DDC/2010, Dt.12-10-2010, YAT & C (PMU) Department.
2. Bill No.S/149/10, Dt:25-10-2010 of M/s. Akshara Advertising Pvt., Ltd., Secunderabad.

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ORDER:

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various magazines on regular basis, as a part of the promotional initiatives. As a follow up of these initiatives, this Department has ordered to release Full Page colour advertisement at a cost of Rs.2,60,000/- vide letter 1st read above to publish in Biggest Best Issue ‘**OUTLOOK**’ 15 Anniversary Special magazines, through M/s. Akshara Advertising Pvt., Ltd., Hyderabad, has forwarded a bill amounting to Rs.2,64,017/- for arranging payment.

2. Government after careful examination of the matter, hereby accord sanction an amount of Rs.2,60,000/- (Rupees Two Lakhs Sixty Thousand only) towards releasing the advertisement in Biggest Best Issue ‘**OUTLOOK**’ 15 Anniversary Special magazines, through M/s. Akshara Advertising Pvt., Ltd., Hyderabad.

3. The amount sanctioned at Para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (12) Advertisements for Promotion of Tourism – 260 – Advertisements, Sales and Publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw and disburse the amount sanctioned at Para 2 above, in favour of M/s. Akshara Advertising Pvt., Ltd., Hyderabad, after deducting Tax, payable to the Income Tax Department at appropriate rates.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

JAYESH RANJAN
SECRETARY TO GOVERNMENT (T)

To
M/s. Akshara Advertising Pvt., Ltd., Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat Branch, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER